

Message Text

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17

ACTION EB-07

INFO OCT-01 NEA-10 ISO-00 CIAE-00 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /048 W

----- 005519

R 241144Z NOV 75

FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 8109

INFO USDOC WASHDC

AMEMBASSY ABU DHABI

AMEMBASSY KUWZIT

AMEMBASSY TEHRAN

UNCLAS CAIRO 11871

E.O. 11652: N/A

TAGS: BEXP EG

SUBJECT: IOWA IOGA TRADE MISSION

REF STATE 189300

SUMMARY: DURING THEIR VISIT IN EGYPT FROM NOV 13-17, MEMBERS OF IOWA IOGA TRADE MISSION WERE ABLE TO ASSESS ATTRACTIVE EGYPTIAN MARKET FOR CONSTRUCTION AND CONSTRUCTION-RELATED MACHINERY AND APPEARED TO BE VERY PLEASED WITH TRADE CONTACTS ESTABLISHED. MISSION WAS WARMLY RECEIVED BY GOVERNMENT OFFICIALS AND BUSINESSMEN FROM BOTH PUBLIC AND PRIVATE SECTORS. END SUMMARY.

1. MEETINGS WITH VARIOUS GOVERNMENT OFFICIALS INCLUDING MINISTER OF HOUSING AND RECONSTRUCTION OSMAN, EMBASSY BRIEFING AND VISIT TO NEW HOUSING PROJECTS AT ISMAILYA PROVIDED IOWA IOGA TRADE MISSION MEMBERS AN OPPORTUNITY TO ASSESS ATTRACTIVE EGYPTIAN MARKET FOR CONSTRUCTION AND CONSTRUCTION-RELATED MACHINERY. MISSION MEMBERS WERE IMPRESSED WITH SCOPE OF EGYPTIAN INVESTMENT PLANS, PARTICULARLY IN SUEZ CANAL AREA. ONE MISSION MEMBER WAS EXPLORING FEASIBILITY OF BUILDING PLANT IN EGYPT.

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2. MISSION KICKOFF WAS TECHNICAL PRESENTATION/RECEPTION

ATTENDED BY OVER 100 EGYPTIAN ENGINEERS AND GOVERNMENT OFFICIALS. MISSION MEMBERS DISCUSSED THEIR PRODUCTS AND DISTRIBUTED BROCHURES AT SEPARATE TABLES AND SUBSTANTIAL WORTHWHILE CONTACTS WERE ESTABLISHED. IN ADDITION TO GROUP MEETINGS MENTIONED ABOVE, INDIVIDUAL APPOINTMENTS WERE SCHEDULED FOR EACH MISSION MEMBER, FIRST TIME EMBASSY HAS BEEN ABLE TO UNDERTAKE SUCH ADDITIONAL EFFORT, MADE POSSIBLE BY RECENT ADDITIONS TO OUR STAFF. RESULTS APPEARED TO BE WELL WORTH IT.

3. MISSION MEMBERS WERE ALMOST OVERWHELMED BY EGYPTIAN HOSPITALITY INCLUDING LUNCHEONS GIVEN BY MINISTRY OF HOUSING AND MINISTRY OF ECONOMY AND ECONOMIC COOPERATION IN ADDITION TO DINNER HOSTED BY EGYPTIAN FEDERATION OF INDUSTRIES. LATTER ORGANIZATION WAS MOST HELPFUL TO MISSION IN PROVIDING INFORMATION ON EGYPTIAN CONSTRUCTION INDUSTRY AND MAKING TRADE CONTACTS.

4. OUR IMPRESSION, BASED BOTH ON COMMENTS OF MISSION MEMBERS AND EGYPTIAN BUSINESSMEN AND OFFICIALS, IS THAT MISSION WAS VERY SUCCESSFUL. THIS SUCCESS WAS DUE IN LARGE PART TO APPROPRIATENESS OF MISSION THEME, HIGH QUALITY OF MISSION PARTICIPANTS, AND TIMELY ADVANCE PREPARATIONS BY MISSION ORGANIZERS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 NOV 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975CAIRO11871
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750408-0843
From: CAIRO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751117/aaaaaogn.tel
Line Count: 86
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 189300
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 11 AUG 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 AUG 2003 by chicheje>; APPROVED <20 FEB 2004 by izenbei0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IOWA IOGA TRADE MISSION
TAGS: BEXP, EG
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006